



EXPRESS MAIL NO. EV335546850US

**TRANSMITTAL  
FORM**(To be used for all correspondence  
after initial filing)

Application Number	09/575,845
Filing Date	May 19, 2000
First Named Inventor	Connie D. Myers
Art Unit	3622
Examiner Name	Jean D. Janvier
Attorney Docket No.	680047.402

**ENCLOSURES (check all that apply)**

<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Response <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement; Form PTO-1449 <input type="checkbox"/> Cited References <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts under 37 C.F.R. 1.52 or 1.53 <input type="checkbox"/> Response to Missing Parts/Incomplete Application	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Request for Corrected Filing Receipt <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation, Change of Correspondence Address <input type="checkbox"/> Declaration <input type="checkbox"/> Statement under 37 CFR 3.73(b) <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC ( <i>Appeal Notice, Brief, Reply Brief</i> ) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Return Receipt Postcard <input checked="" type="checkbox"/> Other Enclosure(s) ( <i>please identify below</i> ): <u>Applicant Initiated Interview</u> <u>Request Form</u> _____ _____ _____
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Remarks**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

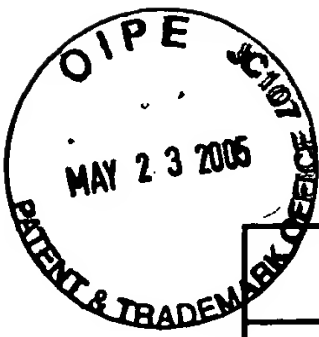
Firm Name	Seed Intellectual Property Law Group PLLC	Customer Number	00500
Signature	<i>Ellen M. Bierman</i>		
Printed Name	Ellen M. Bierman		
Date	May 23, 2005	Reg. No.	38,079

**CERTIFICATE OF TRANSMISSION/MAILING**

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.		
Signature		
Typed or printed name		Date:

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PTOL-413A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

**Applicant Initiated Interview Request Form**

Application No.: 09/575,845      First Named Applicant: Connie D. Myers  
Examiner: Jean D. Janvier      Art Unit: 3622      Status of Application: Pending  
**Tentative Participants:**  
(1) Ellen M. Bierman      (2) SPE Eric W. Stamber  
(3) Examiner Jean D. Janvier      (4) \_\_\_\_\_  
**Proposed Date of Interview:** TBD (at Examiner's convenience)      **Proposed Time:** after 10 am PST (AM/PM)  
**Type of Interview Requested:**  
(1) ☒ Telephonic      (2) ☐ Personal      (3) ☐ Video Conference  
**Exhibit To Be Shown or Demonstrated:**      ☐ YES      ☒ NO  
**If yes, provide brief description:** \_\_\_\_\_

**Issues To Be Discussed**

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) Any Continued Rejection	1-3, 5-20, 22-37, 39-42, 44-47, 49-52, 54-57, 59-62	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Continuation Sheet Attached

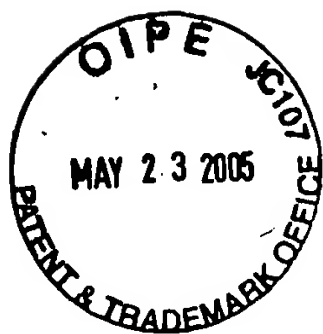
**Brief Description of Arguments to be Presented:**  
Rejections of claims 1-3, 5-20, 22-37, 39-42, 44-47, 49-52, 54-57 and 59-62 and Applicant's arguments  
in support of allowance.  
\_\_\_\_\_

An interview was conducted on the above-identified application on \_\_\_\_\_.

Ellen M. Bierman      \_\_\_\_\_  
(Applicant/Applicant's Representative Signature)      (Examiner/SPE Signature)

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is a file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Office, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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5-24-05

EP 3622

EXPRESS MAIL NO. EV335546850US

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Connie D. Myers  
Application No. : 09/575,845  
Filed : May 19, 2000  
For : METHOD AND SYSTEM FOR TRACKING CONSUMER  
AWARENESS OF BRAND-NAMES (As Amended)

Examiner : Jean D. Janvier  
Art Unit : 3622  
Docket No. : 680047.402  
Date : May 23, 2005

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

RESPONSE

This is a Response to the Office Action mailed February 23, 2005, in which a three (3) month Shortened Statutory Period for Response has been set, due to expire May 23, 2005.

Claims 1-3, 5-20, 22-37, 39-42, 44-47, 49-52, 54-57 and 59-62 are currently pending in this application. Claims 4, 21, 38, 43, 48, 53 and 58 were previously canceled. No claims are currently amended, and no new claims are currently added. Applicant believes that no fee is due by way of this Response. However, the Director is authorized to charge any fees due by way of this Response, or credit any overpayment, to our Deposit Account No. 19-1090.

Applicant's representative expresses gratitude to the Examiner for his time and effort extended in recent telephone conversations on February 16, 2005, and his suggested amendments to claim 1.

Applicant respectfully declines the Examiner's invitation to amend claim 1, because Applicant believes that claims 1-3, 5-20, 22-37, 39-42, 44-47, 49-52, 54-57 and 59-62 are allowable over the cited art, as previously discussed with the Examiner. In an Advisory action mailed November 19, 2004, the Examiner agreed that Applicant's reply overcame the rejection of at least claim 1, and stated that "the prior art of record does not teach a method of and system for displaying one or more shopping lists and for enabling a user to click on one icon or trademark, from at least two displayed icons or trademarks, to print at least one shopping list

and determining which one of the two icons or trademarks was used to print the at least one shopping list.”

Applicant also respectfully requests the Examiner to indicate and acknowledge that the claims as amended on October 19, 2004, have been entered. The communications received to date indicate that they will be entered, and Applicant wishes to receive acknowledgment that actual entry of the amendments has been performed. Applicant also wishes to note that the title as amended in an Amendment dated June 8, 2004, which was approved by the Examiner in an Office Action dated August 2, 2004, is also not displayed on the PTO's private PAIR portal.

In view of the foregoing, Applicant submits that claims 1-3, 5-20, 22-37, 39-42, 44-47, 49-52, 54-57 and 59-62 in this application are allowable over the cited prior art. In the event the Examiner disagrees or finds minor informalities, Applicant respectfully requests a telephone interview, and the Examiner is urged to contact Applicant's representative at (206) 622-4900 to discuss the Examiner's issues and to expeditiously resolve prosecution of this application. Accompanying this Response is an Applicant Initiated Interview Request Form in the event the Examiner does not agree that the claims are allowable over the cited references.

In closing, Applicant respectfully requests the Examiner to reconsider this application and its early allowance. Again, Applicant's representative thanks the Examiner for his prompt and courteous attention.

Respectfully submitted,

SEED Intellectual Property Law Group PLLC



Ellen M. Bierman

Registration No. 38,079

Enclosure:

Postcard

Applicant Initiated Interview Request Form

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